IN THE CLAIMS:

1. (Currently Amended) A method of configuring a subscriber unit for operation in a wireless communication system, comprising the steps of, at the subscriber unit:

obtaining a set of available wireless services from an information source that advertises wireless services, including information corresponding to a brokering agent that provides automated brokering services for a plurality of independent service providers;

supplying to the brokering agent a particular criteria related to at least one of the set of available wireless services;

receiving from the brokering agent a list of service providers meeting the particular criteria;

selecting a particular service provider from the list of service providers;

establishing a subscription relationship with the particular service provider; and

configuring the subscriber unit to operate in a mode that supports interaction with the particular service provider.

2. (Original) The method of claim 1, further comprising the step of causing the brokering agent to accept bids from among a plurality of competing service providers that provide service according to the particular criteria.

3. (Currently Amended) The method of claim 1, wherein the step of obtaining comprises the step of receiving an over-the-air transmission from a frequency modulated broadcast channel having information on wireless services available from a plurality of independent service providers.

4. (Original) The method of claim 3, wherein the step of selecting comprises the steps of:

presenting the obtained information on the available wireless services on an output device associated with the subscriber unit; and

accepting a set of selected services via an input device associated with the subscriber unit.

5. (Original) The method of claim 1, wherein the step of configuring comprises the step of creating operating modes within the subscriber unit to support differing wireless communication protocols.

2

6. (Currently Amended) A method of configuring a subscriber unit for operation in a wireless communication system, comprising the steps of, at the subscriber unit:

obtaining information on available wireless services and corresponding service providers from an information source that advertises wireless services, including information corresponding to a brokering agent that provides automated brokering services for a plurality of service provide;

supplying to a brokering agent a particular criteria related to at least one of the available wireless services; and

causing the brokering agent to accept bids from among a plurality of competing service providers that provide a particular desired service according to the particular criteria;

selecting for subscription a set of wireless services from the available wireless services that meet a criteria which criteria includes compatibility with the subscriber unit;

establishing a subscription relationship with at least one selected service providers corresponding to the set of wireless services selected; and

configuring the subscriber unit to construct at least one operating mode that supports interaction with the at least one selected service provider using at least in part information received while establishing the subscription relationship.

Claim 7 is canceled.

8. (Original) The method of claim 6, wherein the step of obtaining information comprises the step of receiving an over-the-air transmission on a broadcast channel, the transmission having information on wireless services available from one or more service providers.

9. (Original) The method of claim 8, wherein the step of configuring comprises the step of creating operating modes within the subscriber unit to support differing wireless communication protocols.

10. (Original) The method of claim 8, wherein the broadcast channel is a frequency modulated channel.

11. (Original) The method of claim 6 wherein the step of obtaining information comprises the step of receiving an over-the-air transmission from a wireless local area network having information on available wireless services.

3

12. (Currently Amended) A method of subscribing to wireless services, comprising the steps of:

operating a subscriber unit to obtain information on available wireless services from an external agent that provides information on available wireless services from a plurality of ~~independent~~ service providers;

presenting the obtained information on the available wireless services on an output device associated with the subscriber unit;

accepting a set of selected services via an input device associated with the subscriber unit; and

establishing a subscription relationship with at least one service provider including the steps of:

supplying to the external agent a particular criteria related to at least one of the available wireless services;

causing the external agent to accept bids satisfying the particular criteria from among a plurality of competing service providers that provide at least one of the available wireless services.

13. (Currently Amended) The method of claim 12, wherein the step of obtaining information comprises the step of receiving an over-the-air transmission from a broadcast channel having information on wireless services available from a plurality of ~~independent~~ service providers.

14. (Currently Amended) A method of subscribing to wireless services, comprising the steps of:

causing a subscriber unit to access an information source that advertises wireless services from a plurality of ~~independent~~ service providers, including information corresponding to a brokering agent that provides automated brokering services for a plurality of service providers, to obtain information on available wireless services;

establishing a subscription relationship with at least one service provider of the plurality of ~~independent~~ service providers through an automated brokering process, initiated at the subscriber unit, that compares service offerings among the plurality of ~~independent~~ service providers, using the obtained information.

15. (Currently Amended) The method of claim 14, wherein the step of causing a subscriber unit to access an information source comprises the step of receiving, by the subscriber unit, an over-

4

the-air transmission from a broadcast channel having information on wireless services available from a plurality of ~~independent~~ service providers.

16. (Currently Amended) A method of subscribing to wireless services, comprising the steps of:

causing a subscriber unit, having no affiliation with any service provider, to receive an over-the-air transmission from a frequency modulated broadcast channel having information on wireless services available from a plurality of ~~independent~~ service providers, <u>including information corresponding to a brokering agent that provides automated brokering services for a plurality of service providers</u>; and

establishing a subscription relationship with at least one service provider of the plurality of ~~independent~~ service providers through an automated brokering process, initiated at the subscriber unit, that compares service offerings among the plurality of ~~independent~~ service providers, using the obtained information.

Claims 17-19 are canceled.